



IN-PLANT PRINTING AND MAILING ASSOCIATION

# INSIDEDGE

A Newsletter for In-House Printing and Mailing Professionals

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## They're Mining for Gold in Central Michigan!

Mining the **Gold** in your department gives you greater value-added use of your budget dollars . . .

Short runs printed on demand reduce cost of inventory, obsolescence.

Our on-campus capabilities for quick turn-around personalized printing gives CMU the advanced technology for emerging marketing trends right here at home.

This re-circulates the campus dollar and gives the university a greater return on investment.



The internationally award-winning print team at Central Michigan University (CMU) in Mt. Pleasant has long recognized the power of well-targeted and visually-compelling print materials and how they help to define the excellence that has become a trademark for the university. “We understand that the printing, copying and mailing service mix is expanding and that it is by no means simply ink-on-paper,” explains Printing Services Director Rhonda Kohler, “Over the past

few years we have integrated diverse hardware and software into an expanded digital workflow that extends beyond pre-press, print and finishing to meet our customers' needs.”

Kohler and her team, with an amazing 375 years of combined industry experience, worked with “stakeholders” Kodak and Xerox to produce an information-loaded powerpoint, entitled “Mining for Gold in Central Michigan,” The presentation demonstrates the “pots of gold” customers have in their own departments. The gold mining theme seemed like a natural considering CMU’s school colors are maroon and gold and their mascot is known as “chips.”

The presentation explores:

- advantages of data mining
- return on investment through personalized variable data printing
- the value of departmental mailing lists used to create timely, attention grabbing mailing pieces that prove invaluable in the recruitment of faculty, students, athletes, and securing donations and endowments.

From on-line job submission, to FTP-site file uploads, to internet-delivered soft proofs, this very versatile, very valuable in-plant team is giving clients not only diversity with their designs, but one-on-one personal service through a staff that calls customers by their first name and shares their mission and budget concerns. Staffed by service excellence award winners and employees who have a “we’re here to make you feel important” attitude, Kohler emphasizes, “Our commitment to customer needs and our adaptability to technological change and advancement, lets our customers know they have co-workers taking care of their printing who not only share their vision, we understand and acknowledge budget and time constraints.”

The industry specialists at CMU Printing Services provide both offset and digital output for short run and long run color, black and white and all business form requirements. This full-service university in-plant offers the services of full sized 4/c Heidelberg presses, a complete bindery that includes Heidelberg letterpress, a Mueller martini minuteman collator/stitcher /trimmer, and full service inkjet

mailing equipment. They also manage two Copy Centers utilizing Xerox DC8000's and Xerox DC250's.

In addition to variable content and personalized printing, they offer a digital electronic password-protected collaborative workflow with download opportunities for customers that want to be more involved in the production process. "By staying ahead of customers' emerging needs and maintaining a high level of service and quality, we have proven to be more than just competitive. Our service is designed to prove our value directly to each customer by providing timely service and quality finished products. We not only understand our customers' needs – we are committed to them!"



*Rhonda Kohler, Director of Printing Services*

For over 72 years CMU Printing Services has embraced change in higher education and in the printing industry, committed to maintaining strategic partnerships with fellow departments at Central Michigan University and fellow universities across the nation. "We are delivering more complex work faster and with fewer margins for error than ever before while integrating new technologies," Kohler explains. "We are always learning new services and searching for new ways to communicate on behalf of our customers."

View CMU's Printing Services Website at [www.print.cmich.edu](http://www.print.cmich.edu)